

Phase II: Discover

Where We Live

Where We Work

Quality of Life

How We Get There











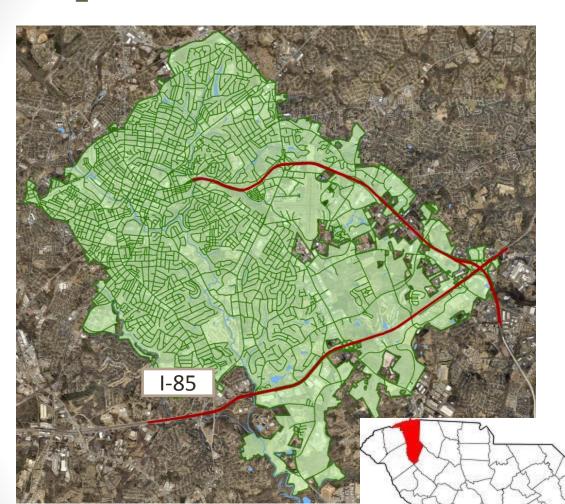
Where We Live

- Population
- Housing





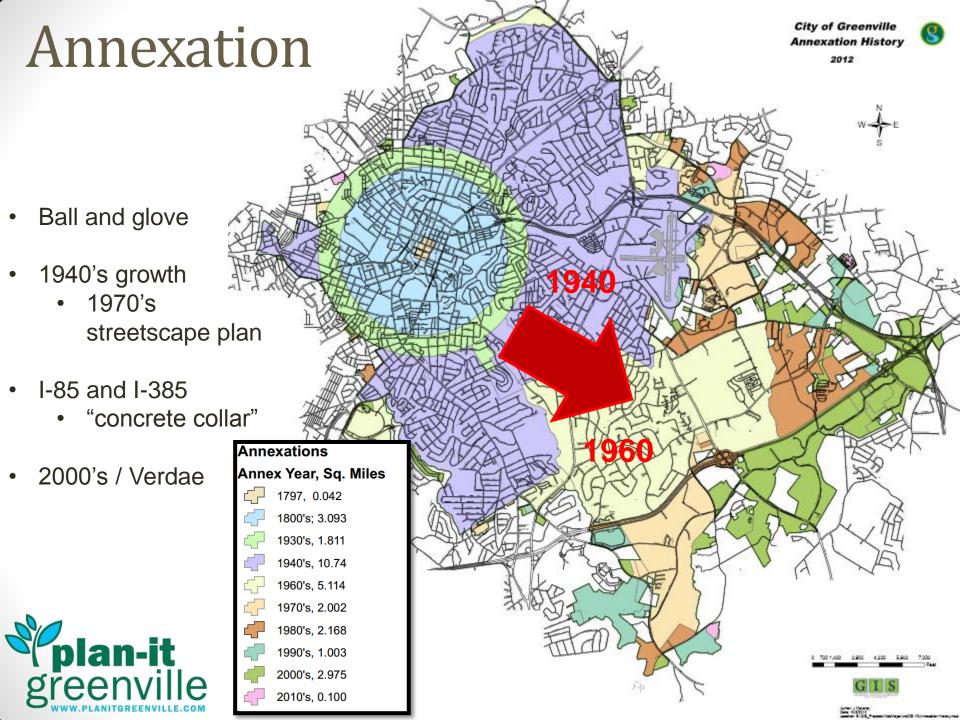
Population



- Patterns of growth
- Largest period of physical growth: 1940's
 56% increase
- City Trends
 - Settlement is moving southwest towards I-85
- Metro Trends
 - Settlement along
 I-385/Golden Strip

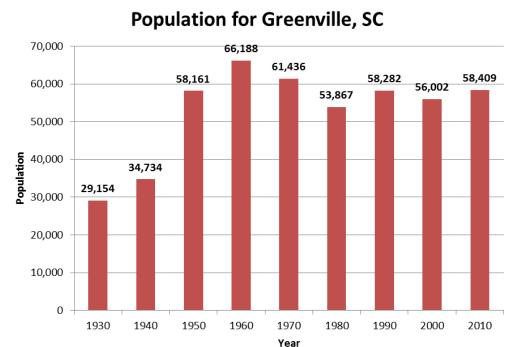






Population Growth

- 2010 Population:58,409
- **4%** growth rate, '00-'10
- Slow growth compared to the Upstate



1001					
City	1960-1970	1970-1980	1980-1990	1990-2000	2000-2010
Asheville, NC	-3.9%	-7.3%	15.0%	11.8%	21.1%
Atlanta, GA	2.0%	-14.5%	-7.3%	5.7%	0.8%
Charleston, SC	1.5%	3.8%	26.6%	9.8%	19.5%
Charlotte, NC	19.7%	30.4%	25.9%	36.6%	35.2%
Chattanooga, TN	-8.4%	42.4%	-10.1%	2.0%	7.8%
Columbia, SC	16.5%	-10.9%	9.4%	4.6%	11.1%
Greenville, SC	-7.2%	-5.2%	0.1%	-3.9%	4.2%
Spartanburg, SC	0.4%	-1.3%	-1.1%	-8.8%	-7.2%

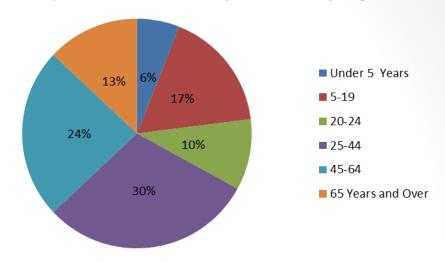
Source: U.S. Census Bureau



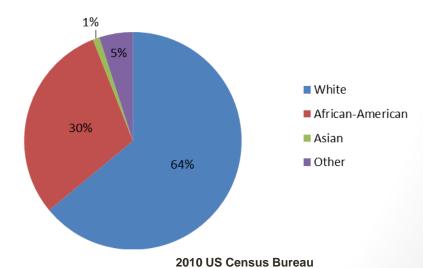
Age and Race

- Largest age cohort is 25-44 years with 30%
- 10% is 20-24 year olds- critical element to city growth
- **5.9%** Hispanic

City of Greenville Population by Age



City of Greenville Population by Race





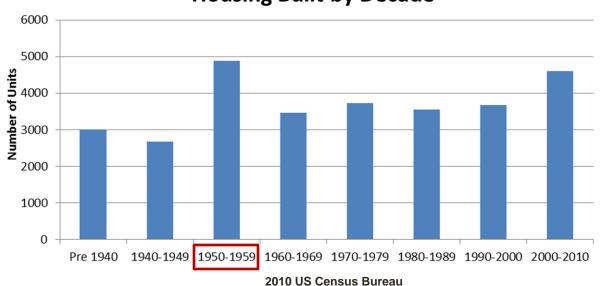


Housing

- 29,418 Housing units in 2010
 - 55% renter occupied
 - 45% owner occupied
- Age of Housing

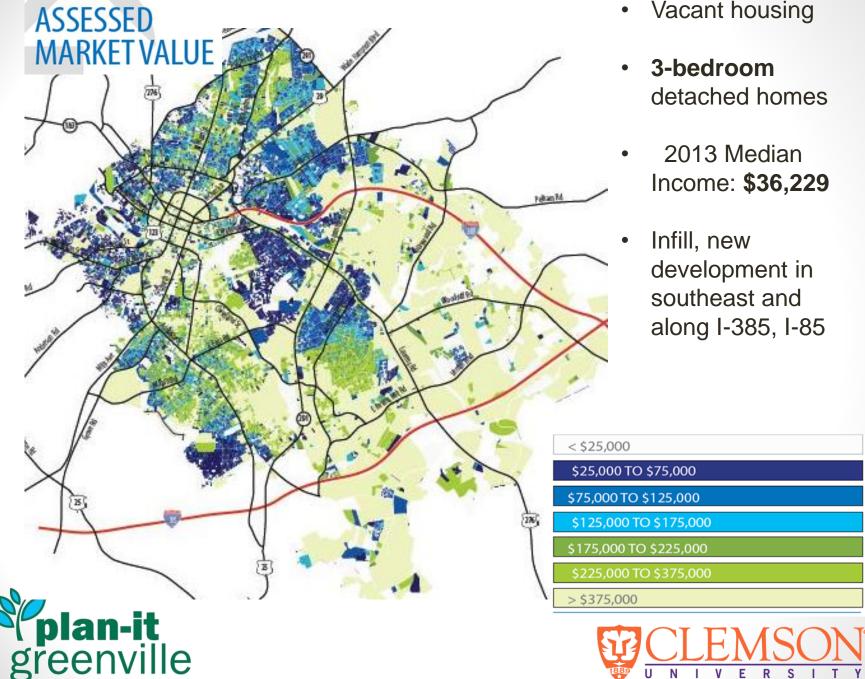


Housing Built by Decade











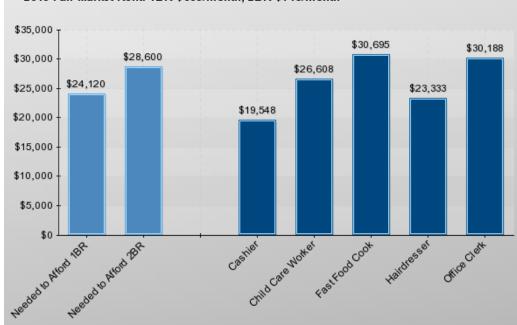
Affordability





Paycheck to Paycheck: Greenville, SC MSA First Quarter 2013 Rental Market

2013 Fair Market Rent: 1BR \$603/month, 2BR \$715/month

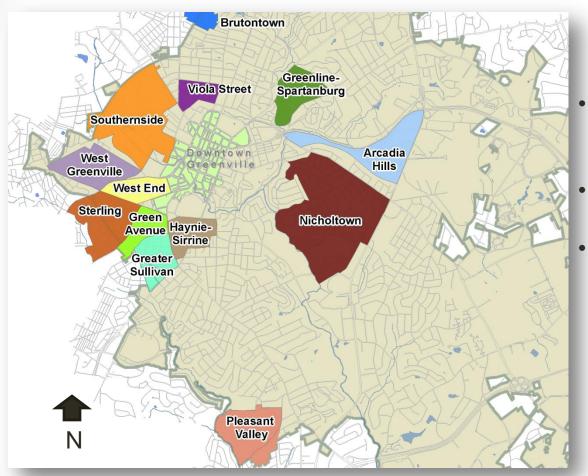


- Paycheck to Paycheck study done in 2013
 - **8%** (2006) to **47%** (2013)
- Lack of adequate affordable housing
 - Partners: Homes of Hope & Genesis Homes





Special Emphasis Neighborhoods



- 13 special emphasis neighborhoods
- Targeting resources
- West side comprehensive plan and current efforts





Where We Work

- Economic Development
- Jobs



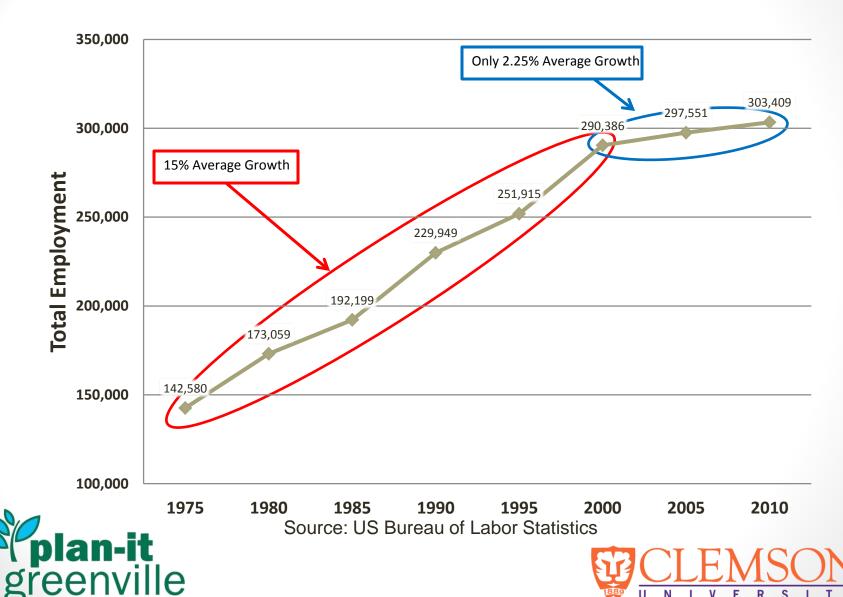


Economic Development



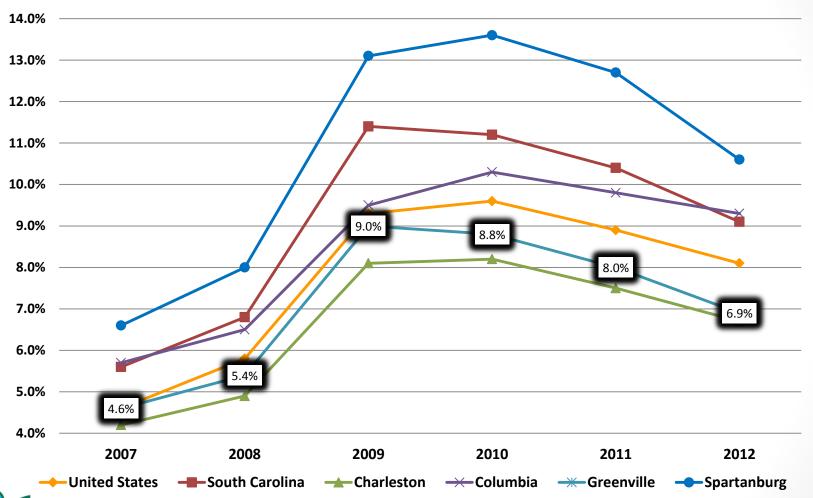


Employment (County)





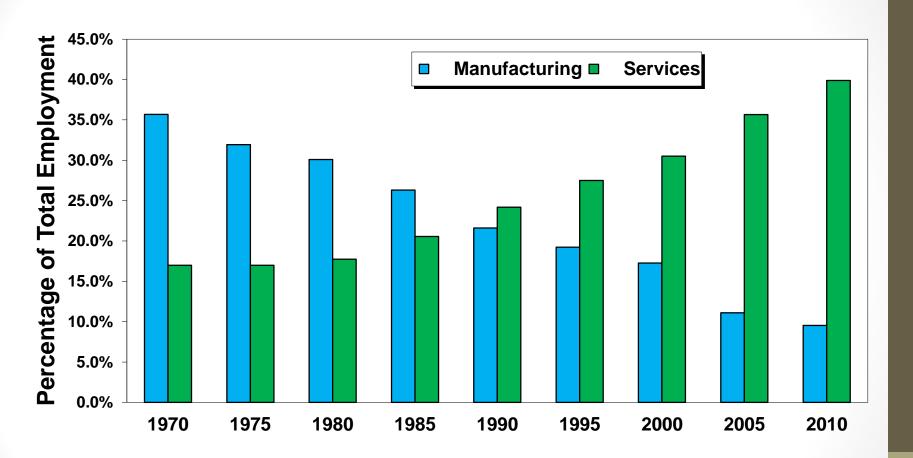
Unemployment Rate (City)







Greenville Economic Trends

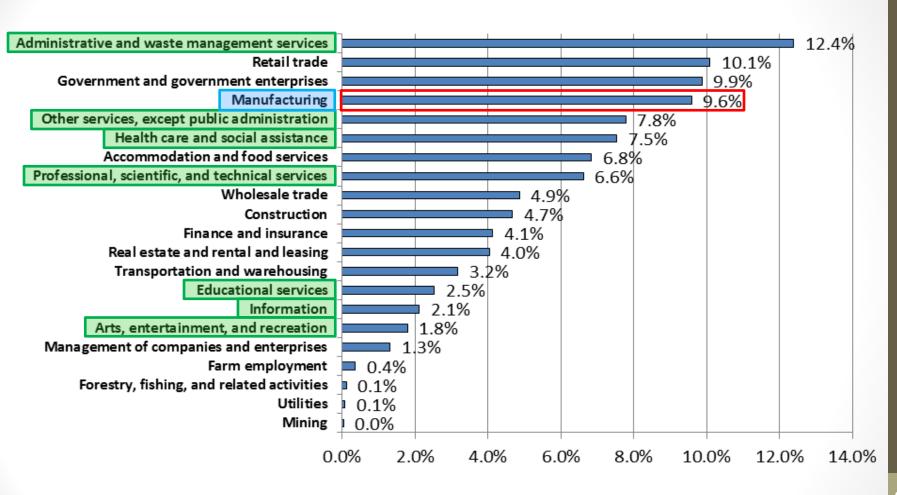


Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce





Employment by Industry (2011)



Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce





Major Employers, Greenville Co.

Company	Employees
School District of Greenville County*	10,850
Greenville Hospital System*	10,350
Michelin North America Inc*	4,400
Bon Secours St. Francis Health System*	4,200
GE Energy*	3,200
SC State Government*	3,036
Fluor Corporation	2,500
Bi-Lo Supermarkets*	2,419
Greenville County Government	1,944
US Government*	1,835
Bob Jones University	1,519
Greenville Technical College	1,400
Sealed Air Corp - Cryovac Division	1,300
Verizon Wireless	1,200
City of Greenville	896





- Greenville's Millennium Campus

*Multiple locations Current as of March 2012 plan-it greenville

Source: Greenville Area Development Corporation





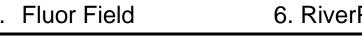


Riverwalk

4. Kroc Center

5. Next Innovation Center 8. Project One

6. RiverPlace







7. McBee Center

Hub of Employment

Charlotte

Columbia

Charleston

- Public/Private Partnership
- Right to Work
- Foreign Trade Zone

Asheville

Inland Port



at the top



Greenville

Atlanta



🚊 Sea Port

Quality of Life

- Natural Resources
- Cultural Resources
- Community Facilities





Quality of Life







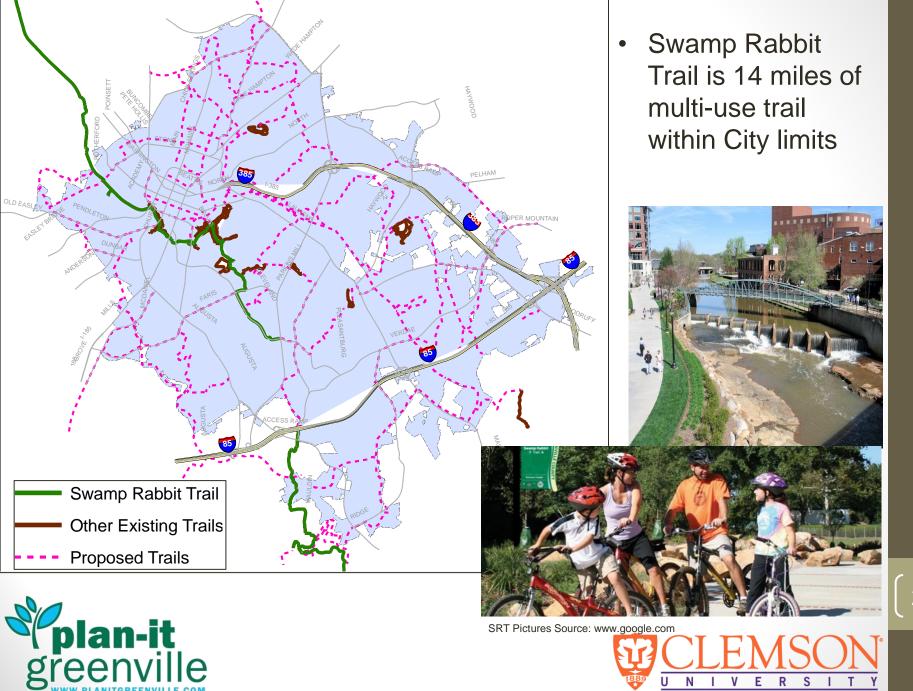
Natural Resources

- Reedy River
- Verdae, Millennium Park, and CU-ICAR development encourages green spaces in other areas
 - Hollingsworth Legacy
 Park (2008, 20 acres)
- 2006 Trails and Greenways
 Master Plan



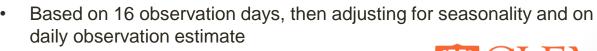






Swamp Rabbit Trail

Recent Study Results*				
	Year 1	Year 2		
	July 1, 2010 –	July 1, 2011-		
	June 30, 2011	June 30, 2012		
Users	359, 314	403,323		
Gender				
Male	62%	61%		
Female	38%	39%		
Children/Teens	11%	14%		
Adults	78%	72%		
Race				
White	93%	93%		
Other	7%	7%		



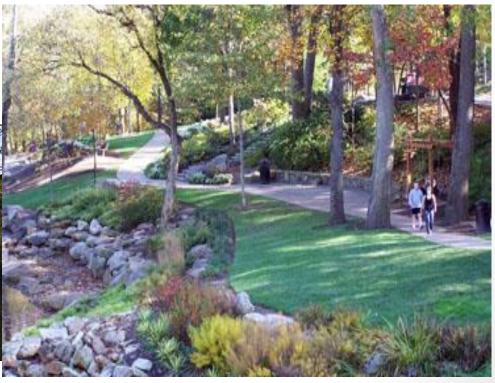
Source: Dr. Julian Reed, Furman University, 2013



Swamp Rabbit Trail

- Future efforts
 - Outreach to youth & adults
 - Connector trails to surrounding neighborhoods









Parks and Recreation













Community Centers

- Parks Department manages five (5) centers:
 - Bobby Pearse
 - David Hellams
 - Juanita Butler
 - Nicholtown
 - West Greenville



play .greenvillesc.gov





Kroc Center

 Kroc Center provides membership-based facilities









Schools

Greenville County School District

- Largest school district in the state
- 50th largest in the nation
- More than 70,000 students K-12
- 13 Blue Ribbon Achievement Schools
- 11 Magnet Schools







Magnet Academies

- Beck Academy, International Baccalaureate Middle Years Program
- Blythe Academy of Languages
- Carolina High Schools and Academy of Engineering Technology and Health Professions
- East North Street Academy of Mathematics and Science
- Greenville Middle Academy of Global and Traditional Studies
- Greenville Senior High, Academy of Law, Finance, and Business
- Hughes Academy of Science and Technology
- J.L. Mann High School Academy of Mathematics, Science, and Technology
- League Academy of Communication Arts
- Southside High International Baccalaureate Middle Years and Diploma Programs
- Stone Academy of Communication Arts





Cultural Amenities



Healthcare Services

- Top ranked medical facilities
 - Greenville Memorial Hospital ranked 2nd Best in South Carolina
 - Bon Secours St. Francis Health System a Top 10 Safest Hospital in the US









Public Safety

- How do we measure up?
 - To the state?
 - The region?
 - The nation?



Officers Per 1,000 Residents					
			Officers Per 1,000		
City	Population	Officers	Residents		
Atlanta	536,472	1,612	3.00		
Columbia	130,777	382	2.92		
Greenville	62,368	177	2.84		
State of South Carolina	4,220,787	10,354	2.45		
United States	291,414,594	705,009	2.42		
Charlotte-Mecklenburg*	797,733	1,696	2.13		

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Source: fbi.gov



How We Get There

- Transportation
- Land Use





Transportation and Land Use



Source: http://www.examiner.com/article/downtown-greenville-free-trolley-rides





Development Areas

- 1. Urban Core
 - Pedestrian Network
 - **Small Parcel Size**
 - Mixed Uses
 - **Higher Density**

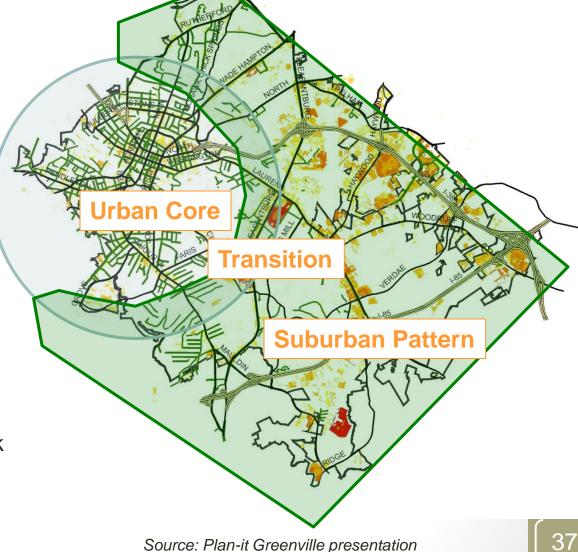
2. Transition

Areas show characteristics of both Urban Core and Suburban Pattern

3. Suburban Pattern

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- **Auto Dominated Network**
- Large Parcel Size
- **Isolated Uses**
- Lower Density

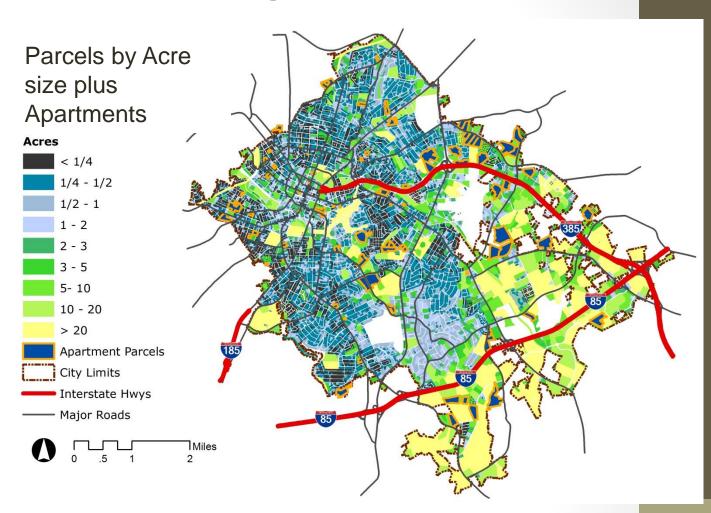






Development Density

- Low Density = More Auto Dependent
- High Density =
 Better
 Pedestrian and
 Transit
- Downtown shows lower density due to parks













Bicycle Infrastructure Types







Bicycle Lane



Bicycle Route

Source: Heather M. Peterson (2013), Clemson Grad Student





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Bus Rapid Transit (BRT)

- Combines the speed of light rail with the low cost and flexibility of a bus system
- Buses operate with a fully or partially dedicated right of way
- Limited number of stops to maximize speed





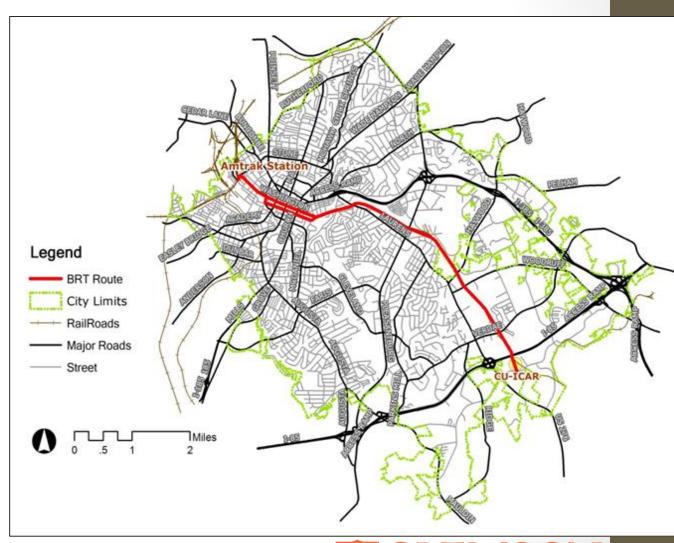
Source: Charlotte Area Transit System



Bus Rapid Transit (BRT) Feasibility

- Potential BRT route is 6.73 miles connecting CU-ICAR, Downtown, and the west side.
 - 10 stations
 - 4.2 miles would utilize existing right of way
- Challenges going forward:
 - Need to increase ridership in the corridor
 - Need funding source for operation costs.





Source: City of Greenville

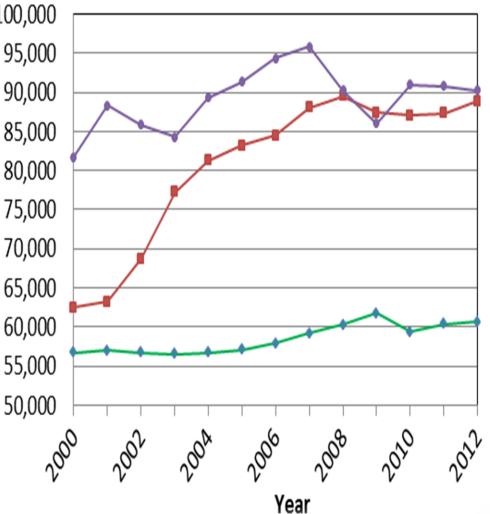


Daily Traffic Counts

From 2000 to 2006, 100,000
 traffic counts
 increased rapidly

 Since 2007, this trend has been reversed as traffic counts have remained stable

Population and Daily Traffic Counts





Source: South Carolina
Department of Transportation



Population

- Woodruff Rd.-I-385

- Woodruff Rd-I-85

Traffic Variables

Elsewhere in Greenville

Augusta Rd

Laurens Rd

Main St.	Stable	5.40%	76%
Mills Ave.	Varies	11.3% to 8.3%	54% to 75%
Pelham Rd.	Stable	-9.07%	69%
Pleasantburg Dr.	Stable	6.04% to 3.22%	49% to 62%
Wade Hampton Blvd.	Strong Increase	19%	62%
	Average Daily	Growth 2007-	Vehicle Operating
Elsewhere in Greenville	Traffic Count	2012	Capacity
I-385 (North of I-85)	Stable	3.21%	92%
I-85 (East of I-385)	Stable	-7.94 %	132 %
Woodruff Rd. (near I-85)	Stable	8.90%	104%
plan-it greenville	Source: South Carolina Department of Transportation	on	EMSONI 44 J

Average Daily

Traffic Count

Stable

Stable

Growth 2007- Vehicle Operating

2012

-3.30%

-0.90%

Capacity

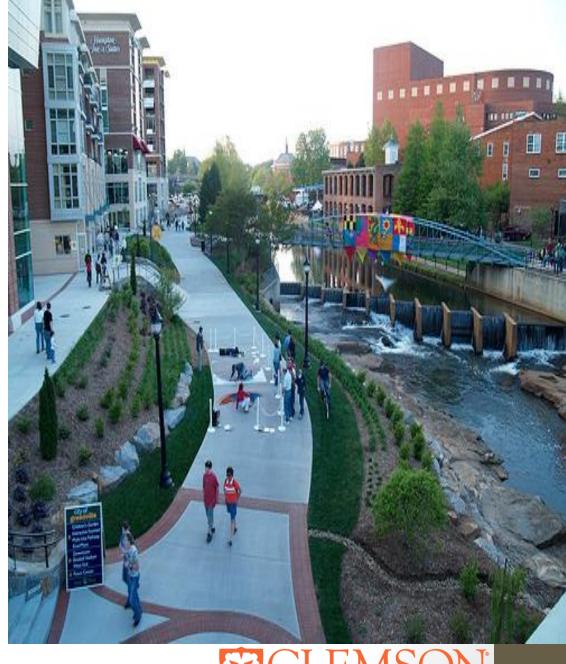
75%

46%

Conclusion

- Greenville is growing and expanding from its urban core
- Promote alternative transportation
 - Expand network of bike paths, trails, and greenways
 - Develop BRT system
- Mitigate the negative effects of automobile traffic while taking steps to alleviate congestion







THANK YOU GREENVILLE



Questions? Please ask!



